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No. 1.

...A Change of Business Sale...

Opens Saturday,
May 1, 1915

H. B. COLE, Lutesville, Mo.

Closes Tuesday,
June 1, 1915

ON account of a change I am making in business my entire stock is to be closed out within the next thirty days. Bear in mind this is no catch-penny scheme with a few Bargains here and there over the Store, but a Real Bona-Fide, Bargain-Giving, Closing-Out Sale, in which every single item in my stock is offered. What the goods cost in many instances will be my least consideration. My aim is to sell the goods in the quickest possible time. Here is a chance for you to economize on all your merchandise buying. Just think of a big stock of merchandise laid out before the public with Prices Cut, and Profits Slaughtered to a sacrifice. Now is the time for you to buy all your needs for the coming spring and summer. Now is the time for you to walk right in and take your choice of all the wonderful Bargains offered, and feast upon these low prices. Here is

An Opportunity to Buy Goods at Almost Your Own Price

Ladies' Dress Skirts

Ladies' fine all wool Dress Skirts. Small sizes only. Regular \$4.50 values. Closing out price, each only **\$1.98**

Ladies' White Waists

Nice materials, well made, assorted designs. Regular \$1.25 sellers. Closing out price, each only **87c**

Ladies' Messaline Petticoats

Ladies' fine silk Messaline Petticoats, assorted colors. Very nice and attractive. Regular \$2.00 sellers. Closing out price, each only **\$1.95**

Ladies' House Dresses

A nice assortment of Ladies' House Dresses in light shades of fast colored Percales and Gingham. Regular \$1.25 and \$1.50 sellers. Special closing out sale price each only **88c**

Ladies' Night Gowns

Made from a fair grade of bleached Muslin. Lace trimmed neck and front. An exceptionally good one at a low price. Each only **43c**

Ladies' Princess Slips

Made from a good grade of bleached Muslin and nice lace trimmed neck and sleeves. Skirt nice embroidery finishing. Special closing out sale price, each only **98c**

Ladies' White Underskirts

Fine made from a good grade of bleached Muslin with a fine embroidery worked founce. Special closing out sale price each only **98c**

Lace Curtains

A limited number of Lace Curtains in the regular 50c values, while they last, will be offered at a closing price of per pair only **39c**

Corset Cover Embroidery

Nice Corset Cover Embroidery, 18 inches wide and nicely worked on a fair grade of cambric. Closing out sale price per yard only **17c**

Pearl Buttons

Nice Pearl Buttons in assorted sizes. The kind that usually retail at 5 cents per dozen. Closing out sale price per dozen only **2c**

How About This One?

Coat's Best Thread, 200 yard spools, either White or Black. The best that money will buy. Closing out sale price 7 spools for only **25c**

Can You Beat It?

Ladies' and Children's Cross Bar Handkerchiefs, fair quality. Special to close out 3 for only **5c**

Window Shades

Good quality Window Shades in Green, White and Cream. Regular 25c and 35c sellers. Closing out price each only **22c**

Closing Out Sale of Men's and Young Men's All Wool Suits

We have always carried the strongest and best line of Popular priced, strictly all wool Fancy Worsted and Blue Serge Suits in Bollinger county. We offer you Clothing that is well made, fits perfectly and guaranteed to hold its color.

Men's and young Men's fine all wool worsted and Blue Serge Suits. Coats are made up in the new three Button Sack, with nice long lapels, hair cloth fronts and full padded shoulders. Pants have tunnel belt loops. \$16.00 and \$18.00 values. Closing out sale price per suit only **\$12.75**

Men's and young Men's strictly all wool Blue Serge and fancy worsted suits in similar styles as above. Well made, finely finished and perfectly fitting Garments. Regular \$14.00 and \$15.00 Suits. Special closing out sale price, per suit only **\$10.75**

Men's and young Men's all pure wool worsted and Blue Serge Suits have the same high class workmanship as the higher priced goods, and will give perfect satisfaction in every respect. If you want a good nice serviceable Suit at a low price ask to see this one. Regular \$12.00 and \$13.00 values. Special closing out sale price **\$9.75** only

Men's and Boys' Suits, assorted kinds and sizes. Not right up in style, but good and serviceable and will give all the wear that you would be able to get out of a much higher priced Suit. These suits range in price from \$8.00 to \$12.00. Special closing out price, choice of the lot for **\$4.75** only

One lot of Boys' and Youths' Suits, slightly shelf worn, and ranging in price from \$1.00 to \$5.00. Three Piece Suits, Coat, Vest and Pants. Special closing out sale price per suit only **\$1.50**

If you want Clothing at all, get my prices before you buy.

Groceries and Provisions Under Priced

Here is a chance for you to reduce the cost of living right at a time when it is most needed. Everything Guaranteed.

Good Rio Roasted Coffee, not the cheap worthless kind, but an excellent 15 cent seller. Closing out price per pound only **12½c**

Dinner Bell Roasted Coffee, one of the best low priced Coffees ever offered. Regular 20 cent seller. Closing out price per pound only **15c**

Fine Pea Berry Coffee, not the cheapest but the best. Try it, you will be pleased. Special closing out price per pound only **22½c**

Extra Fancy Santos Blended Roasted Coffee, finely flavored. Regular 30 cent seller. Closing out price per pound only **25c**

Layton's Pure Baking Soda. Guaranteed pure and will give the best of satisfaction. Closing out price 8 pounds for only **25c**

Layton's Quick Meal Baking Powder, full pound cans. The one that everybody uses. Closing out price 4 cans for only **25c**

2 Bottles of good sour Pickles during this sale for only **15c**

2 Bottles of good strong Pepper Sauce during this sale for only **15c**

2 Bottles of good pure Tomato Catsup during this sale for only **15c**

3 Cans of good Sweet Corn during this Change of Business sale for only **25c**

3 Cans of good old-fashioned Hominy during this sale for only **25c**

3 Cans of Valley Beauty Tomatoes during this sale for only **25c**

7 Twists of good strong Tobacco during this sale for only **25c**

Shoes for Less Than Manufacturer's Cost Today

Our customers all know that we handle the well known Star Brand line of Shoes. The all Leather line. The line that never fails to give satisfaction. There are lots of good Shoes, but "STAR BRAND SHOES ARE BETTER."

One lot of Women's and Children's Shoes in light, medium and heavy weights. Odds and ends of the stock. Closing out price per pair only **\$1.00**

One lot of Men's, Women's and Children's Shoes in better grades, ranging in price up to \$1.50 per pair. Different kinds and sizes. Special closing out sale price per pair only **\$1.39**

Every pair of shoes in my entire stock offered at Closing out prices. Now is the time to economize on your shoe buying.

Men's Pants at Closing Out Prices

We handle the well known Mayfield Woollen Mills make of Pants and every pair will give satisfaction.

One lot of Men's and Boys' Pants, assorted kinds and sizes. Our regular \$1.50 values. Special closing out price per pair only **\$1.00**

One lot of old staple Mayfield Pants, guaranteed all wool filed, and nothing better ever offered at the price. Per pair only **\$1.34**

One lot of Men's and Boys' Pants, assorted kinds and sizes. Worth from \$2.00 to \$2.50 per pair. Closing out price per pair only **\$1.58**

One lot of Men's nice Dress Pants, assorted kinds, sizes and colors. Worth from \$2.50 to \$2.75. Closing out sale price per pair only **\$1.98**

One lot of Men's and young Men's fine Dress Pants, assorted kinds and sizes, worth \$3.00 to \$3.25. Closing out price per pair only **\$2.48**

One lot of Men's and young Men's fine all wool pure worsted Pants. Regular \$5.00 values. Special closing out sale price per pair only **\$3.65**

Save Money on Your Dry Goods Buying

Remember you now have an opportunity to buy anything in Dry Goods at Closing out prices. Not one single piece of reserve stock, everything must go.

Choice of any calico in the house, any and all colors. Closing out sale price per yard only **5c**

All 10c 12½c and 15c staple check and Fancy Dress Gingham. Choice of the lot, closing out price per yard only **9c**

Fancy Waistings, plain smooth finish, fast colors, yard wide. Special closing out sale price per yard **13c** only

Nice Corded Poplins in plain solid colors, regular 30c values. Special closing out sale price per yard only **22½c**

Fancy Broaded Silk in a neat and attractive shade of new blue, very nice and showy. Special closing out sale price per yard only **43c**

Fine all wool storm Serge in Blue and Black only, 54 inches wide. Regular \$1.25 sellers. Special closing out price per yard only **89c**

For want of space we can only mention a few of the many Bargains we have to offer you, but if you need anything in Dress Goods, Ribbons, Laces, Embroideries, Underwear or anything in the Dry Goods line don't fail to get our prices before you buy. We can save you money.

Good Coal Oil

Guaranteed to burn. The lowest price ever made on Coal Oil in Bollinger county. Can you afford to miss it? 5 gallons for only **29c**

Best Coal Oil

Why go and pay 20c to 25c for oil when you can buy the best at such a low price. Satisfaction Guaranteed. 5 gallons for only **65c**

Best Wire Nails

The Best Steel Wire Nails, assorted sizes and the best that the market affords. 40 pounds for **\$1.00** only

Pint Cups

Best quality bright tin. An exceptionally good one at a very low price. Each only **1c**

Dinner Bell Coffee

Cheaper than ever before. An exceptionally good drinker. Guaranteed to give good satisfaction. Per pound only **15c**

Good Baking Soda

Layton's Soda. Put up in full pound packages and guaranteed to give the best of satisfaction. 5 pounds for only **25c**

Lenox Soap Bargain

One of the oldest and best Soaps on the market today. Extra special. 9 bars for only **25c**

The Sure Light Match

500 To the box and every match a sure light. Try them they are extra value and are sure to please you. 2 Boxes for only **5c**

Galvanized Tubs

Best quality Galvanized No. 2 Tubs. Worth in the regular way 65c each. Closing out sale price each **45c** only

Galvanized Pails

Best quality Galvanized 10 Quart Buckets, regular 20c seller. Special closing out sale price each only **12c**

Good Twist Tobacco

Good strong Twist Tobacco, right from old Kentucky. Regular 5c size. Closing out sale price 7 Twists for only **25c**

Notice To Merchants

Any and All Fixtures will be offered at Bargain Prices. If you need a Show Case, a pair of Scales, a Clothing Rack or anything in my Fixture line. Here is a chance to save money. All Fixtures practically good as new.

Building For Rent

Excellent Storeroom for Rent with plenty of Warehouse and outside room. Is one of the best locations in the county for a good Hardware, Feed and Seed store. Rents reasonable. If interested call or write.

Positively, everything offered at reduced prices. No reserve stock at all

Come early! Don't wait! Don't stand back until the Stock is all broken and then be disappointed in not finding what you want. Only a few of the most staple selling items will be rebought from now on.

Bring me your Poultry, Eggs and Wool and get the Highest Price for same; either Cash or Trade.